

National Infant Immunization Week April 22-29, 2006

Love them. Protect them. Immunize them.

Working together with Vaccination Week in the Americas

Vaccination: an act of love



Pitch script/talking points – Spanish PSA

[Open the conversation with:]

- Hello [Ms. or Mr. Name of Editor], my name is [your name]. I am calling to tell you about a [30 second TV PSA/ radio PSA, print PSA/ad] produced by the Department of Health and Human Services and the Centers for Disease Control and Prevention to support National Infant Immunization Week (NIIW) and Vaccination Week in the Americas (VWA), April 22-29.
- The PSA, entitled “Keeping the Promise,” stresses the importance of fully immunizing and protecting infants from vaccine preventable diseases before they reach two years of age.
- The PSA includes knowledge gathered through several years of focus group testing with Latina mothers in the United States.
- The PSA features the celebration of healthy life by keeping the promise to fully vaccinate infants by age two. This upbeat PSA shows family involvement, in protecting a child’s health.
- The PSA is available on broadcast quality Beta SP tapes that are produced digitally. It is set to begin airing during NIIW-VWA and is intended to be broadcast through April 2007. We hope that your rotation can coincide with this schedule.
- NIIW emphasizes the need to fully immunize children age two and younger against vaccine-preventable diseases. Hundreds of local events will take place across the United States, and numerous activities are scheduled throughout the Western Hemisphere to promote and provide childhood vaccinations.

[Optional talking points to add as needed]

- The U.S. Hispanic/Latino community is growing rapidly increasing cultural diversity, and a host of health literacy and socioeconomic issues – all reinforcing the need to keep immunizations up-to-date for the growing Hispanic population under the age of two.
- Vaccine-preventable diseases (VPD) such as polio are global issues as many diseases are highly contagious and can easily spread from country to country. Although polio has been eliminated from the United States and the Americas, the disease still circulates in Asia and Africa, paralyzing the world’s most vulnerable children. In a continually shrinking world, polio and other VPDs are only a plane ride away.
- While it is true that disease levels are low and immunization rates are high in the United States, much remains to be done to assure the protection of our Nation’s children into the next century. Today, nearly 1 million two year-olds are not fully protected against vaccine-preventable diseases, and every day approximately 11,000 children are born who need the full series of vaccines.
- Because vaccinating an infant according to the immunization schedule protects not only that child but also the entire community, our goal is to protect and inform as much of our community as possible through this PSA as well as other promotional efforts.

[Be sure to close with:]

- We previously sent you a release on National Infant Immunization Week, but to save you looking for it, I'd be happy to send it again, along with other information that may interest you, including a NIIW Background Sheet or Frequently Asked Questions about infant immunizations.
- I will follow-up this call with an email that details the downlink information.